LeRoy Collins Leon County Public Library System
Annual Plan of Service
FY 2005 – 2006

This plan stems from the Library System's Strategic Plan 2005-2010 and serves as a blueprint for services, collections, staffing, other resources, and continued planning and development.

Strategic Direction I: Inspire and Nurture a Love of Reading

Goal 1: Parents, caregivers and child care professionals understand the importance of learning and language in children's development starting at birth.

Objective 1.1 Provide educational materials to parent and caregiver participants of Baby Time and Story Time programs; ongoing.
Suggested Activities:
Staff training based upon "Every Child Ready to Read @ Your Library" beginning Fall 2005; Coordinate BabyTime and preschool story time programs to incorporate these materials; Create handouts for distribution system wide; Develop Every Child Ready to Read@ Your Library section on the website, including pdf's of handouts so patrons will be able to self-educate from home.
Responsibility: *Youth Services*

Objective 1.2 Market Baby Time and Story Time to in-home day care providers.
Suggested Activities:
Reactivate partnership with Kids Inc. and other agencies to do presentations to providers; Visit in-home day care providers; Distribute our system wide story time flyer; Investigate the possibility of a "Baby Time Express" grant as an extension of Born to Read or other grant.
Responsibility: Youth Services

Goal 2: *Infants, toddlers and preschoolers develop early literacy skills and appreciation for books and reading.*

Objective 2.1. Increase the reach of Baby Time programs by expanding the program to include every library system location by September 2009.
Suggested Activities: Continue to promote Baby Time system wide; Establish Baby Time program at Lake Jackson Branch by March 30, 2006.
Responsibility: Extension

Objective 2.3 Increase community awareness of the importance of reading in the intellectual and emotional development of children aged 0-5 by promoting Baby Time, Story Time and similar library programs, increasing media promotions of the programs by two per year beginning January 2005.
Suggested Activities: Every Child Ready to Read@ Your Library newspaper feature article; County Link; Article in Family Forum magazine; Flyers.
Responsibility: Youth Services, Extension, Administration

Goal 3: The library provides a safe place and learning activities for children after school.

Objective 3.1 Increase participation in "Families Connect @ the Library" programs by 2% annually beginning October 2004.

Suggested Activities:
Change name to something more intuitive, e.g., Evening Family Story Time; Poll patrons and their children to collect ideas for themes/activities; Reinvent or modify the programs; Include "pajama story times", seasonal themes, invited guests from the community, etc.; Investigate promoting through television and radio.
Responsibility: Extension

Objective 3.2. Increase interest in learning by providing 2 intergenerational programs per site per year.

Suggested Activities:
Grandparent Day Celebration and Family Tree Program at Dr. B.L. Perry, Jr. Branch; Book discussions; Explore partnership with Literacy Volunteers of Leon County to apply for a Prime Time Family Reading Time grant.
Responsibility: Extension, Youth Services

Goal 4: Residents of all ages locate and borrow relevant, timely materials to read and participate in reading-related activities year round.

Objective 4.1 Increase the use of books, audio books, magazines, and other library materials by 2% annually.

Suggested Activities: Anticipate demand by staying current in world/local events and topics; Continue to buy relevant, high interest items and process in a timely manner; Increase the graphic novel collection; Increase JF and YAF audio book collection; Spend less time at service desks, more time assisting patrons in locating and using library materials; Implement "Floating Collection" by November 30, 2005; Host an "Update your e-mail and phone number" month to ensure that patrons can be reached when reserves and interlibrary loans are ready; Place bibliographies on web site.
Responsibility: Collection development teams; Collection Management; All Staffs Serving the Public

Objective 4.2 Increase participation in book discussion groups, author events, and related activities by 2% annually.

Suggested Activities:
Advertise book discussion groups, author events, and related activities at coffeehouse readings around Tallahassee; Send staff to events to announce library events of interest to audiences; Use bulletin board in Program Rooms to promote library events and activities; Develop kits for use by book clubs.
Responsibility: Administration, Extension, Youth Services

Objective 4.3 Each year, 2% more students will maintain and build their reading skills during the summer by increasing participation in the Florida Library Youth Program (FLYP).

> Suggested Activities:
> Expand FLYP activities to include preschoolers and middle school students; Contact day camps and Title I schools' summer programs and encourage their participation in summer reading program; Offer flyers, reading logs and other materials in print and online so each camp can choose how to obtain and use materials; Expand incentive prizes to include age-appropriate selections for each group.
>
> *Responsibility: Youth Services, Extension, Tech-Media (web site)*

Strategic Direction II: Develop and Support Our Community

Goal 1: Citizens value the library as a comfortable, easy to use, neutral public space for reading and study, meeting and interacting with others, and participating in forums and programs.

> Objective 1.1   Improve the library system's facilities to ensure usability, accessibility, and comfort.
>
> > Suggested Activities:
> > Begin building new Lake Jackson Branch Library; Acquire new Bookmobile by September 30, 2006; Complete installation of outdoor elevator at Main Library and revise large floor plan sign to reflect changes; Ensure that furnishings are clean, in good repair and arranged to create inviting and useful spaces; Improve appearance of Main Library lobby; Improve accessibility to ports for headsets; Make PC Reservation and Management System (Envisionware) fully operational by October 30, 2005; Explore PC Print Management and with County approval, implement by September 30, 2006.
> >
> > *Responsibility: Administration, Extension, Public Services*

> Objective 1.2   Increase library visits by 2% annually.
>
> > Suggested Activities:
> > Host 50th anniversary celebration to recognize citizens' support, library's accomplishments, and inform potential new library users about services and collections; Send representatives to elementary, middle and high schools to speak to students; Represent the library at book fairs; Broaden program offerings; Host displays from local organizations; Offer tours and database demonstrations on a regular basis.
> >
> > Responsibility: *All*

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Goal 2: Citizens access local information that enables them to participate in the community using local resources.

Objective 2.1 Develop and maintain a collection of information resources particular to and helpful to citizens of Leon County.
Suggested Activities: Purchase duplicate new titles for the Grant Resource Center (reference and circulating copies); Maintain and publicize vertical files, especially to students for History Fair; Begin building a collection of books for new adult readers; Monitor the use of testing materials and augment the test preparation collection as appropriate; Continue to purchase or acquire local books and materials.
Responsibility: *Adult Services*

Objective 2.2 Build partnerships with one government, educational, not-for- profit, civic or social service organization each year, beginning October 2004.
Suggested Activities: *Develop partnership with the Senior Center for 2005-06.*
Responsibility: *Public Services, Extension Services*

Objective 2.3 Co-sponsor at least one forum or educational event per year beginning January 2005.
Suggested Activities:
Black History Program at Dr. B.L. Perry, Jr. Branch in February 2006; Host a Health Fair or a Career and Job Hunting Fair; Youth Services will explore offering another "Focus on..." event in partnership with the Community Classroom Consortium and the Mag Lab.
Responsibility: *All*

Goal 3: The library anticipates and responds to the information needs of individuals starting a business and/or investigating a career as well as the business and economic development community at large.

Objective 3.1 Build collections to support small business development and career choice; ongoing.
Suggested Activities: Purchase new materials relevant for those starting small businesses; Monitor collection to reorder popular titles and replace lost items; Update bibliographies as necessary.
Responsibility: *Collection Development, Adult Services*

Objective 3.2 All reference librarians receive training in business reference skills and resources at least once yearly beginning in January 2005.
Suggested Activities: Information Professionals attend county-sponsored training workshops in a technology area used by businesses in order to help patrons; Guest speakers from business speak to staff about how to help people starting a business; I.P.s select and become expert in a specific reference tool and train other staff in its use.
Responsibility: *Adult Services*

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Objective 3.3 Package and market the resources of the small business center and related services and collections.

> Suggested Activities: Develop business package for people wanting to start their own business in collaboration with the Tallahassee Chamber of Commerce; Do a program with/for the Chamber, the County's Minority/Women Business Enterprise Program, or the Small Business Development Center at FAMU; Run an ad in the Classified section of the newspaper, where people look for work and/or businesses to buy.
>
> *Responsibility: Adult Services*

Strategic Direction III: Living a Life of Learning

Goal 1: Library users develop and hone information literacy and computer skills at the library.

> Objective 1.1 Guidance and instruction in information literacy is offered on the library's web site as well as in brochures, signs and finding aids and in person throughout the library system, beginning October 2005.
>
> > Suggested Activities: Plan information literacy instruction tools and resources; Prepare drafts and pursue publication; Provide timely, individual assistance to in-house patrons using computers, searching stacks and using other resources; Develop an online tutorial or one-page pamphlet on using the online catalog;
> >
> > Responsibility: *All*

> Objective 1.2 Continue to offer computer classes and adapt curricula to changes in technology; ongoing.
>
> > Suggested Activities: Evaluate current computer classes; Make plans for developing new classes; Offer computer classes at Parkway Branch beginning October 2005; Recruit more volunteers to teach new classes.
> >
> > Responsibility: *Tech/Media, Extension*

> Objective 1.3 Every librarian is a teacher/navigator who receives training in the use of electronic resources at least once a year in addition to specific training in the use of every new database.
>
> > Suggested Activities: Establish a "database of the quarter" program and provide training for all librarians; Bring in Gale trainer for Powersearch training.
> >
> > *Responsibility: Public Services, Extension*

Goal 2: School age children have meaningful connections with the library.

> Objective 2.2 Collections, programs and services designed for specific age groups and interest levels, including homeschoolers, are available at all library locations; ongoing.
>
> > Suggested Activities: Offer Teen program each semester at Dr. B.L. Perry, Jr. Branch; Teen Poetry Slam in October; Bring an author to schools to read from their work; Branch staffs develop connections with area home schoolers; Promote Tutor.com and other resources.
> >
> > *Responsibility: Youth Services, Extension*

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Goal 3: Adult learners have access to educational opportunities to improve their basic literacy levels, English-speaking abilities and family literacy skills. Participants receive instruction in reading, writing, and comprehension skills to improve their earning ability, increase opportunities for furthering their education, enhance their ability to participate in the life of the community, and improve the well being of their families. The program offers a learning environment with specialized materials and access to trained tutors.

Objective 3.1 Continue to develop a network with collaborators and community partners to ensure that all adults who seek literacy program services receive appropriate educational opportunities; ongoing.

Suggested Activities: Meet with collaborators bi-annually to develop ways to improve referrals; Attend social service and related professional groups on a quarterly basis to promote coordination between community agencies; Seek to add one new collaborator annually beginning 2005-06.

Responsibility: Literacy

Objective 3.2 Develop flexible training modules and volunteer opportunities to meet diverse needs of both volunteers and adult learners by August 2006.

Suggested Activities: Adapt current basic reading and family literacy training module to provide mid-year training for volunteers.

Responsibility: Literacy

Objective 3.3 Increase participation and learner persistence in program tutoring sessions, workshops, and program-sponsored social events by 2% annually.

Suggested Activities: Notify potential students about intake and assessments within two weeks of their contacting the literacy program; Meet quarterly with tutors and students to determine goals and student progress; Conduct yearly needs assessments to determine in-service workshops most useful for tutors and students; Conduct exit interviews with tutors and students.

Responsibility: Literacy

Strategic Direction IV: Valued as the Community's Powerhouse of Information

Goal 1. Library resources and services are readily accessible, efficient, and easy to use, both inside and outside library facilities.

Objective 1.1 Improve services for library users who manage their library accounts online, developing an average of one new or upgraded service each year.

Suggested Activities: Encourage "Fan Club" membership when a patron puts a reserve on a current Fan Club author's book(s); Promote "suspend hold" feature, especially in summer and Nov.-Dec.; Enable patrons to change or add e-mail addresses online; Create default pick-up location in user profile.

Responsibility: Library Systems Coordinator, Circulation

Objective 1.3 Keep abreast of developments in single-search capabilities and begin active comparison when products have matured.

> Suggested Activities: By January 2006, begin implementing a search database program that will provide results from varied information sources through a single catalog query.
>> *Responsibility: Adult Services, Library Systems Coordinator, Collection Management*

Goal 2. Reference services meet the continuously changing information needs of the community.

Objective 2.1 Continue to develop a powerhouse of online reference services and virtual collections by identifying, acquiring and marketing appropriate resources; ongoing.

> Suggested Activities: Investigate purchasing a title from the Gale Virtual Reference Library; Develop budget for purchase in 2006-07; Develop tools to assist patrons in using online services
>> *Responsibility: Adult Services, Collection Development, Administration*

Objective 2.2 Market online subscription databases as reliable, accurate, current and relevant in meeting library users' information needs, beginning January 2005 and ongoing.

> Suggested Activities: All public service staffs receive training in use of databases; Make guides for accessing and using databases; Analyze current user groups for Learning Express & Live Homework Help; Go to meetings at schools (faculty, parents, kids, clubs, etc.) to demo; Inform schools about access to Gale databases after hours at the public library and from home with library card.
>> *Responsibility: Public Services, Extension, Administration*

Objective 2.3 Investigate installation of wireless network in existing library facilities by January 2006.

> Suggested Activities: Meet with MIS to discuss; Add wireless access for patrons in 2 library facilities by 9/30/06.
>> Responsibility: *Library MIS group, MIS*

Objective 2.4 The library will continue its participation in the collaborative statewide Ask a Librarian service; ongoing.

> Suggested Activities: Train additional librarians to work the statewide desk, including branch librarians; Adapt scheduled hours to collaborative program needs and staff availability.
>> *Responsibility: Adult Services, Extension*

Goal 3: Continue to develop a robust collection which meets a wide variety of interests in the community.

Objective 3.1 Continue to provide materials in a variety of formats at all locations as they become available; ongoing.

> Suggested Activities: Stay abreast of changes in formats by visiting local stores, reading current publications, and listening to customers. Adjust purchasing as needed to reflect trends, e.g. buy more books on CD and fewer books on tape.
>> Responsibility: *Collection Development, All staffs serving the public*

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Objective 3.2   Investigate the development of virtual collections of downloadable content as it becomes available through changes in technology; ongoing.

>   Suggested Activities: By November 1, 2005, subscribe to one package of downloadable books for one year as a trial.

>   *Responsibility: Collection Development, Tech-Media*

Objective 3.3 Expedite patron access to requested titles by purchasing sufficient quantities in a timely manner and continue to process those materials within two days after receipt to make them available for checkout.

>   Suggested Activities: Review Purchase Alert reports no less than once per week; Adjust ratio as needed; Purchase to *anticipated* reserve requests, NOT reserve requests on hand.

>   Responsibility: *Collection Development, Collection Management*

Objective 3.4   Analyze circulation data by format and subject area annually to ensure that the varieties of formats and materials wanted by patrons are being provided.

>   Suggested Activities: Run circulation reports; Evaluate Purchase Alert reports no less than twice a week; Catalog & process new items within the 2 day turn-a-round time frame; Evaluate age of the collection report to determine high maintenance need based on subject.

>   Responsibility: *Collection Development, Collection Management*

Goal 4: Residents will value the public library and find it relevant to their lives.

Objective 4.1 Every employee champions the library. They are conversant on the mission, values and services of the library and share this information in business, social and recreational settings.

>   Suggested Activities: Continue New Employee Orientation; Educate staff in library resources so that they may share information with others informally outside of the library as well as formally on the job; Encourage staff participation in library system events; Standardize SIRSI training for all new hires; Continue Speak Out Sessions, staff meetings and other internal communications; Develop internal web site for staff use only.

>   Responsibility: *All*

Objective 4.2   Through networking and partnerships, the library will reach out to people where they are – neighborhood associations, community events and festivals, health care centers, child and social service agencies, recreation centers, senior centers, schools – to promote the library and encourage library card registration.

>   Suggested Activities: Develop a marketing and communications plan with system-wide input by October 30, 2005; Implement the plan throughout the year; Continue to build publications file for library system; Develop budget request for laptop computers, wireless cards, and related needs to establish outreach program at school orientations, recreation centers, and community events.

>   *Responsibility: All*

Objective 4.3   Marketing and promotion of popular fiction and new current non-fiction
will be increased through displays in the libraries and alternative locations.

> Suggested Activities: Feature past authors of interest and currently popular
> authors in book displays; Develop and feature "point of purchase" book displays at
> the main library and branches; "What's New" feature on the Kids and Teens web
> pages; Continuous "Staff Favorites" or "What Staff is Reading" displays; Display
> related print and media materials together.
>
> > Responsibility: *Public Services, Collection Development, Youth
> > Services, Extension, Administration*

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